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Attorney Docket No. P21724

In re application of: **Toshiki KINDO et al.**

Application No. : 09/989,151

Filed : November 21, 2001

For : **INFORMATION DISTRIBUTION SYSTEM AND METHOD**

Mail Stop Amendment
 Group Art Unit: 2163

Examiner: Hanh B. THAI

Conf. No. 9437

Mail Stop Amendment

Commissioner for Patents
 U.S. Patent and Trademark Office
 Customer Service Window, Mail Stop Amendment
 Randolph Building
 401 Dulany Street
 Alexandria, VA 22314
 Sir:

Transmitted herewith is a **Appeal Brief under 37 C.F.R. §41.37** in the above-captioned application.

☐ Small Entity Status of this application under 37 C.F.R. 1.9 and 1.27 has been established by a previously filed statement.

☐ A verified statement to establish small entity status under 37 C.F.R. 1.9 and 1.27 is enclosed.

☐ A Request for Extension of Time.

☐ No additional fee is required.

☒ An Appeal Brief.

The fee has been calculated as shown below:

| Claims After Amendment | No. Claims Previously Paid For | Present Extra | Small Entity | | Other Than A Small Entity | |
|-------------------------------------|--------------------------------|---------------|--------------|-----|---------------------------|----------|
| | | | Rate | Fee | Rate | Fee |
| Total Claims: 7 | 20 | 0 | x 9= | \$ | x 18= | \$0.00 |
| Indep. Claims: 3 | 7 | 0 | x 43= | \$ | x 86= | \$0.00 |
| Multiple Dependent Claims Presented | | | +145= | \$ | +290= | \$0.00 |
| An Appeal Brief | | | | \$ | | \$500.00 |
| Total: | | | | \$ | Total: | \$500.00 |

* If less than 20, write 20

** If less than 3, write 3

☐ Please charge my Deposit Account No. 19-0089 in the amount of \$_____.

☒ A check in the amount of **\$500.00** to cover the extension fee is included.

☒ The U.S. Patent and Trademark Office is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 19-0089.

☒ Any additional filing fees required under 37 C.F.R. 1.16.

☒ Any patent application processing fees under 37 C.F.R. 1.17, including any required extension of time fees in any concurrent or future reply requiring a petition for extension of time for its timely submission (37 C.F.R. 1.136(a)(3)).

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appellants: Toshiki KINDO et al

Group Art Unit: 2163

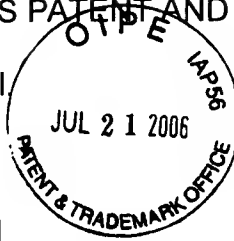
Serial No.: 09/989,151

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For: INFORMATION DISTRIBUTION SYSTEM AND METHOD



APPEAL BRIEF UNDER 37 C.F.R. §41.37

Commissioner for Patents
U.S. Patent and Trademark Office
Customer Service Window, Mail Stop Appeal Brief – Patents
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Sir:

This appeal is from the Examiner's decision to reject claims 20 and 23-28, as set forth in the Final Official Action of January 20, 2006, and as maintained by a Pre-Appeal Brief conference panel.

A Notice of Appeal was filed on April 20, 2006 in response to the Final Official Action of January 20, 2006, concurrently with a Pre-Appeal Brief Request for Review. A Notice of Panel Decision from Pre-Appeal Brief Review was mailed on June 21, 2006, setting a one-month period for filing an Appeal Brief, which expires on July 21, 2006.

07/24/2006 JADD01 00000035 09989151

The requisite fee for filing an Appeal Brief under 37 C.F.R. §41.20(b)(2) is 500.00 OP submitted herewith. However, if for any reason, the necessary fee is not associated with this file or the attached fee is inadequate, the Commissioner is

authorized to charge the fee for the Appeal Brief and any necessary extension of time fees to Deposit Account No. 19-0089.

(1) REAL PARTY IN INTEREST

The real party in interest is Matsushita Electric Industrial Co., Ltd., as established by an assignment recorded in the U.S. Patent and Trademark Office on November 21, 2001, at Reel 012318 and Frame 0198.

(2) RELATED APPEALS AND INTERFERENCES

No related appeals or interferences are pending.

(3) STATUS OF THE CLAIMS

Claims 20 and 23-28 stand finally rejected. Claims 1-19, 21 and 22 have been cancelled.

The Notice of Panel Decision from Pre-Appeal Brief Review states that only claims 20-24 are rejected, and does not address the status of claims 25-28. In a telephone interview Applicants' U.S. representative conducted with the Examiner on July 11, 2006, the Examiner confirmed that the listing of the status of the claims in the Notice of Panel Decision is erroneous, and that claims 20 and 23-28 stand rejected (claims 21 and 22 having been previously cancelled). The Examiner indicated that an Office communication listing the correct status of the claims would be mailed shortly.

The rejection of each of claims 20 and 23-28 is hereby appealed. A copy of claims 20 and 23-28 is attached as an Appendix to this brief.

(4) STATUS OF THE AMENDMENTS

No amendments were filed after the Final Official Action of January 20, 2006.

(5) SUMMARY OF THE CLAIMED SUBJECT MATTER

Initially, Appellants note that the following descriptions are made with respect to the independent claims and include references to particular parts of the specification. As such, the following are merely exemplary and are not a surrender of other aspects of the present invention that are also enabled by the present specification and that are directed to equivalent structures or methods.

The present invention relates to an information distribution system and method which utilizes information communication networks using electronic, radio and/or optical systems as media. (Specification, page 1, lines 5-8).

Independent claim 20 requires an information distribution system, comprising: a profile storer that stores a personal profile that includes at least one evaluation value of a keyword contained in distribution information provided from a first information distribution provider, wherein the at least one evaluation value is calculated based upon a user's past selection of distribution information containing the keyword; and an information distributor that rates the distribution information provided from the first information distribution provider with the

keyword based on the personal profile and sends the distribution information to a client, wherein said information distributor rates distribution information provided from a second information distribution provider with a keyword based on the personal profile and sends the distribution information to the client, said information distributor comprising: a first information filter that rates the distribution information from the first information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the distribution information, sends the distribution information to the client, and performs a learning process that changes the at least one evaluation value of the keyword contained in the distribution information from said first information distribution provider in the personal profile, based on the distribution information and preference information of the client about the distribution information; and a second information filter that rates the distribution information from the second information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the distribution information, and sends the distribution information to the client, wherein said second information filter does not perform the learning process based on the distribution information from the second information distribution provider.

In this regard, exemplary embodiments of the present specification are shown in Figures 1-6, and disclosed at pages 5-17 and 23-26. The exemplary embodiments disclose an information distribution system (100, Figure 1), comprising: a profile storer (personal profile (PPF) storage section 202, Figure 2)

that stores a personal profile (PPF) that includes at least one evaluation value (positive or negative metric signal score) of a keyword contained in distribution information provided from a first information distribution provider (main content provider 101) (page 5, lines 16-19; page 8, line 18 – page 9, line 12; page 11, line 23 – page 13, line 6; Figures 3 and 5), wherein the at least one evaluation value is calculated based upon a user's past selection of distribution information containing the keyword (page 12, line 15 – page 13, line 2); and an information distributor (information distribution unit 102, Figure 1) that rates the distribution information provided from the first information distribution provider with the keyword based on the personal profile and sends the distribution information to a client (103, Figure 1) (page 5, lines 20-27), wherein said information distributor rates distribution information provided from a second information distribution provider (sub-content provider 104) with a keyword based on the personal profile and sends the distribution information to the client (page 7, lines 11-24), said information distributor comprising: a first information filter (main information filtering section 201) that rates the distribution information from the first information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the distribution information, sends the distribution information to the client, and performs a learning process that changes the at least one evaluation value of the keyword contained in the distribution information from said first information distribution provider in the personal profile, based on the distribution information and preference information of the client about the distribution information (page

10; lines 7-22; page 11, line 23 – page 12, line 6; page 13, lines 7-25; page 14, line 17 – page 16, line 5; page 16, line 13 – page 17, line Figures 3 and 6); and a second information filter (sub-information filtering section 204) that rates the distribution information from the second information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the distribution information, and sends the distribution information to the client, wherein said second information filter does not perform the learning process based on the distribution information from the second information distribution provider (page 23, line 10 – page 24, line 2; page 24, line 15 – page 26, line 11; Figure 8).

Independent claim 25 requires an information distribution apparatus, comprising: a first information filter that stores a personal profile in which at least one evaluation value of a keyword is learned in advance based on preference information, rates distribution information from a first information distribution provider with a keyword based on the personal profile, and sends the distribution information to a client; and a second information filter that rates distribution information from a second information distribution provider with a keyword based on the personal profile, and sends the distribution information to the client.

In this regard, exemplary embodiments of the present specification are shown in Figures 1-6, and disclosed at pages 5-17 and 23-26. The exemplary embodiments disclose an information distribution apparatus (100, Figure 1), comprising: a first information filter (main information filtering section 201, Figure 2) that stores a personal profile (PPF) in which at least one evaluation value

(positive or negative metrical signal score) of a keyword is learned in advance based on preference information (page 5, lines 16-19; page 8, line 18 – page 9, line 12; page 11, line 23 – page 13, line 6; Figures 3 and 5), rates distribution information from a first information distribution provider (main content provider 101, Figure 1) with a keyword based on the personal profile, and sends the distribution information to a client (103, Figure 1) (page 5, lines 20-27); and a second information filter (sub-information filtering section 204, Figure 2) that rates distribution information from a second information distribution provider (sub-content provider 104) with a keyword based on the personal profile, and sends the distribution information to the client (page 23, line 10 – page 24, line 2; page 24, line 15 – page 26, line 11; Figure 8).

Independent claim 26 requires an information distribution method, comprising: storing a personal profile at a first information filter in which at least one evaluation value of a keyword is learned in advance based on preference information; having the first information filter rate distribution information provided from a first information distribution provider with a keyword based on the personal profile, and send the distribution information to a client; and having a second information filter rate distribution information from a second information distribution provider with a keyword based on the personal profile and send the distribution information to the client.

In this regard, exemplary embodiments of the present specification are shown in Figures 1-6, and disclosed at pages 5-17 and 23-26. The exemplary embodiments disclose an information distribution method, comprising: storing a

personal profile (PPF) at a first information filter (main information filtering section 201, Figure 2) in which at least one evaluation value (positive or negative metrical signal score) of a keyword is learned in advance based on preference information (page 5, lines 16-19; page 8, line 18 – page 9, line 12; page 11, line 23 – page 13, line 6; Figures 3 and 5); having the first information filter rate distribution information provided from a first information distribution provider (main content provider 101, Figure 1) with a keyword based on the personal profile, and send the distribution information to a client (103, Figure 1) (page 5, lines 20-27); and having a second information filter (sub-information filtering section 204, Figure 2) rate distribution information from a second information distribution provider (sub-content provider 104) with a keyword based on the personal profile and send the distribution information to the client (page 23, line 10 – page 24, line 2; page 24, line 15 – page 26, line 11; Figure 8).

(6) GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

(A) Whether Claims 20, 23 and 24 are properly rejected under 35 U.S.C. §103(a) over Klein et al. (U.S. Patent No. 5,872,850) in view of Ariyoshi (U.S. Patent No. 6,408,288) and Driscoll (U.S. Patent No. 5,717,913).

(B) Whether claims 25-28 are properly rejected under 35 U.S.C. §103(a) over Klein et al. (U.S. Patent No. 5,872,850) in view of Ariyoshi (U.S. Patent No. 6,408,288).

(7) ARGUMENT

(A) The Rejection of Claims 20, 23 and 24 under 35 U.S.C. §103(a) over Klein et al. (U.S. Patent No. 5,872,850) in view of Ariyoshi (U.S. Patent No. 6,408,288) and Driscoll (U.S. Patent No. 5,717,913) is improper, and the Decision to Reject Claims 20, 23 and 24 on this Ground Should be Reversed.

In the Final Official Action of January 20, 2006, the Examiner rejected claims 20, 23 and 24 under 35 U.S.C. §103(a) over Klein et al. (U.S. Patent No. 5,872,850) in view of Ariyoshi (U.S. Patent No. 6,408,288) and Driscoll (U.S. Patent No. 5,717,913). Appellants respectfully submit that the rejection of claims 20, 23 and 24 under 35 U.S.C. §103(a) over Klein et al. in view of Ariyoshi and Driscoll is improper and should be reversed.

Claim 20

Appellants respectfully submit that the applied prior art does not disclose or suggest the combination of a first information filter that rates distribution information from a first information distribution provider based on at least one evaluation value of a keyword included in a personal profile and performs a learning process that changes the at least one evaluation value based on preference information of a client about the distribution information, and a second information filter that rates distribution information from a second information distribution provider based on the at least one evaluation value included in the

personal profile, but which does not perform the learning process, as recited in Appellants' independent claim 20.

Klein discloses a system in which a plurality of user profiles are stored in a memory element. See col. 3, lines 51-52 of Klein. Each user profile associates items with ratings given to those items by a user. See col. 4, lines 7-8 of Klein.

Klein also discloses a method for recommending an item using feature value clusters, in which a weight is assigned to each feature value cluster and each feature of an item, based on a user's rating of an item. A feature value cluster weight for each cluster is calculated for each user based on the user's ratings of items containing that cluster. The cluster weight is an indication of how important a particular user seems to find a particular feature value cluster. See col. 23, lines 20-39.

Appellants submit that it is not clear from the Final Official Action or any other Office communication exactly which attributes of Klein's system the Examiner considers to correspond to Appellants' claimed evaluation values.

However, regardless of whether Klein's "ratings", "features values" or "features value clusters" are considered to correspond to Appellants' evaluation values, Appellants respectfully submit that Klein fails to disclose or suggest a filter which rates distribution information based on evaluation values included in a stored profile, but does not perform a learning process that changes the evaluation values based on the distribution information and preference information of a client about the distribution information, as recited in Appellants' claim 20. In this regard, Appellants submit that Klein discloses at col. 4, lines 40-

60 and col. 5, lines 13-28, that ratings are either solicited by a user or inferred from the user's usage pattern, and discloses, at col. 23, lines 23-39 that a feature value or feature value cluster weight is calculated based on a user's ratings of items containing that feature value or feature value cluster.

Ariyoshi discloses a content-based filtering (CBF) system which includes an input/output device 1, a data processing device 2 and a storage device 3. The input/output device 1 includes an information display section 12. The data processing device 2 includes an attribute extracting section 21, a user profile learning section 22 and an information selecting section 24. The storage device 3 includes an information storing section 31, and an attribute storing section 32. See Figure 1 of Ariyoshi.

The attribute extracting section 21 extracts attributes, which can be features of information items, from information stored in the information storing section 31 and stores them in the attribute storing section 32. See col. 4, lines 41-45 of Ariyoshi.

Upon receipt of a recommendation request of a subject user, the user profile learning section 22 learns a subject user profile based on the ratings of the information items performed by the subject user in the past and the attributes of the information items already rated by the subject user. The subject user profile represents a relationship between the ratings by the subject user and the attributes of the information items. For example, a subject user may have given a high rating in the past to an information item including a keyword of [baseball]. Accordingly, the subject user profile represents the interests of the subject user

in terms of weights of the words included in the information items. See col. 4, lines 51-67 of Ariyoshi.

The relevance estimating section 23 estimates a relevance to the subject user of each of the information items based on the subject user profile learned by the user profile learning section 22 and the attributes of the information items stored in the attribute storing section 32. For example, the relevance estimating section 23 estimates that an information item having a keyword of [baseball] is suitable for the subject user. Then, the information selecting section 24 searches for the information items having the attribute of [baseball], selects one which has not yet been rated by the subject user, and outputs it to the information display section 12. See col. 5, lines 1-23 of Ariyoshi.

The subject user rates the information item displayed at the information display section 12 and inputs a rating. The inputted rating is stored in the rating storing section 33, and accordingly, the relevance feedback is carried out to increase the significance of words contained in the information items in which the users are interested while reducing the significance of words contained in the information items in which the users are not interested. See col. 5, lines 24-33 of Ariyoshi.

Appellants respectfully submit that Ariyoshi fails to disclose or suggest a filter which rates distribution information based on evaluation values included in a stored profile, but does not perform a learning process that changes the evaluation values based on the distribution information and preference information of a client about the distribution information, as recited in Appellants'

claim 20. In this regard, Appellants submit that Ariyoshi's user profile learning section 22 is updated when the keyword relevance feedback is carried out. See col. 5, lines 24-33 of Ariyoshi.

At page 6 of the Final Official Action, the Examiner acknowledges that Klein and Ariyoshi do not disclose a second filter which does not perform a learning process, as recited in Appellants' claim 20. However, the Examiner asserts that Driscoll clearly discloses the filtering of text data in a database not based on a learning process, and asserts that it would have been obvious to modify the combination of Klein and Ariyoshi to include the claimed feature as taught by Driscoll, in order to enhance the relevance retrieval of subsequent documents. Appellants respectfully disagree.

Driscoll discloses an Information Filtering system for retrieving relevant text data from a document database, in which a filter is created using synonym and domain lists. See the Abstract of Driscoll. Relevancy values of documents in the database are calculated based on the number of words in the documents which appear in the synonym or domain lists. See col. 6, lines 45-67.

Appellants respectfully submit that Driscoll fails to disclose or suggest a personal profile which contains evaluation values of keywords, and thus submit that Driscoll's filter does not rate the documents based on evaluation values included in a personal profile, much less rate the documents based on evaluation values included in a personal profile which undergoes a learning process by another filter.

Thus, assuming, *arguendo*, that there was motivation to combine Driscoll's system with that of Klein and Ariyoshi, Appellants submit that the combined system would not include a second information filter that rates distribution information from an information distribution provider based on evaluation values included in a personal profile, but which does not perform a learning process based on the distribution information, as recited in Appellants' claim 20.

Appellants further submit that there is no reason, suggestion or motivation to combine Driscoll with Klein and Ariyoshi, as asserted by the Examiner. At pages 6-7 of the Final Official Action, the Examiner asserts that one would have been motivated to do so, in order to enhance the relevance retrieval of subsequent documents, citing the Abstract and col. 4, lines 24-28 of Driscoll. Appellants submit that the cited portion of Driscoll merely states that feedback information from viewing retrieved documents can be used to update the synonym and domain lists to enhance the relevance retrieval of subsequent documents, and does not provide any reason, suggestion or motivation for combining Driscoll's system with that of a system such as Klein or Ariyoshi.

Claim 23

Appellants respectfully submit that claim 23 is allowable at least for the reason that it depends directly from claim 20.

Claim 24

Appellants respectfully submit that claim 24 is allowable at least for the reason that it depends directly from claim 20.

Appellants respectfully submit that claim 24 is allowable for the additional reason that the asserted combination of Klein, Ariyoshi and Driscoll fails to disclose or suggest that the distribution information from the second information distribution provider includes a product advertisement, as recited in claim 24.

At page 8 of the Final Office Action, the Examiner asserts that Klein discloses that the distribution information from the second information distribution provider comprises a product advertisement, citing col. 31, lines 38-49 of Klein for support.

Appellants respectfully submit that this portion of Klein refers to an embodiment, "Example 2", in which a user logs on to a node (a site or kiosk), and enters demographic information. See col. 28, lines 50-58 of Klein. Appellants submit that the portion of Klein cited by the Examiner merely teaches that the node may supply an advertisement to users based on the entered demographic information. See col. 31, lines 38-49. Appellants respectfully submit that Klein does not disclose or suggest that the advertisement is rated by a second information filter based on evaluation values included in a personal profile in correspondence to keywords contained in the advertisement, as recited in independent claim 20, from which claim 23 depends.

(B) The Rejection of Claims 25-28 under 35 U.S.C. §103(a) over Klein et al. (U.S. Patent No. 5,872,850) in view of Ariyoshi (U.S. Patent No. 6,408,288) is improper, and the Decision to Reject Claims 25-28 on this Ground Should be Reversed.

In the Final Official Action, the Examiner rejected claims 25-28 under 35 U.S.C. §103(a) over Klein et al. (U.S. Patent No. 5,872,850) in view of Ariyoshi (U.S. Patent No. 6,408,288). Appellants respectfully submit that the rejection of claims 25-28 under 35 U.S.C. §103(a) over Klein et al. in view of Ariyoshi is improper and should be reversed.

Claims 25 and 26

Appellants respectfully submit that the applied prior art does not disclose or suggest the combination of a first information filter that stores a personal profile, rates distribution information from a first information distribution provider with a keyword based on the personal profile, and sends the distribution information to a client, and a second information filter that rates distribution information from a second information distribution provider with a keyword based on the personal profile, and sends the distribution information to the client, as recited in Appellants' independent claim 25.

Appellants also submit that the applied prior art does not disclose or suggest an information distribution method which includes storing a personal profile at a first information filter, having the first information filter rate distribution information provided from a first information distribution provider with a keyword

based on the personal profile, and send the distribution information to a client, and having a second information filter rate distribution information from a second information distribution provider with a keyword based on the personal profile and send the distribution information to the client, as recited in Appellants' independent claim 26.

At page 8 of the Final Official Action, the Examiner asserts that Klein discloses an information distribution apparatus which includes a first information filter which sends rated distribution information to a client. Appellants respectfully disagree. Appellants submit that Klein's system merely rates items (such as sound recordings, movies, restaurants, vacation destinations, novels, or World Wide Web pages), but does not send these items to a client, as recited in Appellants' claims 25 and 26.

At pages 9 and 10 of the Final Official Action, the Examiner acknowledges that Klein does not disclose the "second information filter" recited in Appellants' claims 25 and 26. However, the Examiner asserts that Ariyoshi discloses an information filtering method which includes filtering, rating or evaluating a keyword based on a user's past selection of distribution information containing the keyword, and asserts that it would have been obvious to modify Klein to include a second information filter.

In this regard, the Examiner asserts that the motivation for the modification would be to obtain distribution information with higher accuracy, citing col. 2, lines 34-40 of Ariyoshi for support. Appellants respectfully submit that the cited portion of Ariyoshi merely states that an object of the invention is to provide an

information filtering system which is capable of recommending or filtering information with higher filtering accuracy and more agreement with a user's interest, and does not provide any reason, suggestion or motivation for providing two separate information filters which rate distribution information from two separate information distribution providers based on a single personal profile, as recited in Appellants' claims 25 and 26. Thus, Appellants submit that there is no reason, suggestion or motivation to combine Klein and Ariyoshi, in the manner asserted by the Examiner.

Claim 27 and 28

Appellants respectfully submit that claims 27 and 28 are allowable at least for the reason that they depend directly from claim 26.

(9) CONCLUSION

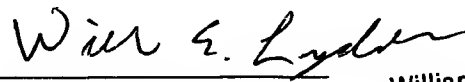
Accordingly, for each and all of the reasons noted above, Appellants submit that the rejection of claims 20, 23 and 24 under 35 U.S.C. §103(a) is inappropriate and unsupported by the proposed combination of Klein et al., Ariyoshi and Driscoll, and the rejection of claims 25-28 under 35 U.S.C. §103(a) is inappropriate and unsupported by the proposed combination of Klein et al. and Ariyoshi. Therefore, Appellants respectfully request that the decision of the Examiner to reject claims 20 and 23-28 be reversed, and that the application be

returned to the Examiner for withdrawal of the rejections, and an early allowance of claims 20 and 23-28 on appeal.

Appellants have made a sincere effort to place the present application in condition for allowance, and believe that they have done so. Appellants have explained the combination of features recited in claims 20 and 23-28 and have shown how these features are not disclose, suggested or rendered obvious by the combination of references applied in the Final Official Action. Accordingly, at least for the reasons set forth herein, Appellants respectfully request reconsideration and withdrawal of each of the rejections, as well as an indication of the allowability of each of the claims now pending in due course.

Should the Examiner or the Board of Patent Appeals and Interferences have any questions, please contact the undersigned at the telephone number provided below.

Respectfully submitted,
Toshiki KINDO et al.



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CLAIMS APPENDIX

20. An information distribution system, comprising:

a profile storer that stores a personal profile that includes at least one evaluation value of a keyword contained in distribution information provided from a first information distribution provider, wherein the at least one evaluation value is calculated based upon a user's past selection of distribution information containing the keyword; and

an information distributor that rates the distribution information provided from the first information distribution provider with the keyword based on the personal profile and sends the distribution information to a client, wherein said information distributor rates distribution information provided from a second information distribution provider with a keyword based on the personal profile and sends the distribution information to the client, said information distributor comprising:

a first information filter that rates the distribution information from the first information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the distribution information, sends the distribution information to the client, and performs a learning process that changes the at least one evaluation value of the keyword contained in the distribution information from said first information distribution provider in the personal profile, based on the distribution information and preference information of the client about the distribution information; and

a second information filter that rates the distribution information from the second information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the distribution information, and sends the distribution information to the client, wherein said second information filter does not perform the learning process based on the distribution information from the second information distribution provider.

23. The information distribution system of claim 20, wherein the distribution information from the first information distribution provider comprises more keywords than the distribution information from the second information distribution provider.

24. The information distribution system of claim 20, wherein the distribution information from the first information distribution provider comprises a newspaper article, and wherein the distribution information from the second information distribution provider comprises a product advertisement.

25. An information distribution apparatus, comprising:

a first information filter that stores a personal profile in which at least one evaluation value of a keyword is learned in advance based on preference information, rates distribution information from a first information distribution

provider with a keyword based on the personal profile, and sends the distribution information to a client; and

a second information filter that rates distribution information from a second information distribution provider with a keyword based on the personal profile, and sends the distribution information to the client.

26. An information distribution method, comprising:

storing a personal profile at a first information filter in which at least one evaluation value of a keyword is learned in advance based on preference information;

having the first information filter rate distribution information provided from a first information distribution provider with a keyword based on the personal profile, and send the distribution information to a client; and

having a second information filter rate distribution information from a second information distribution provider with a keyword based on the personal profile and send the distribution information to the client.

27. The information distribution method of claim 26, further comprising:

rating the distribution information from the second information distribution provider based on the at least one evaluation value included in the personal profile in correspondence to the keyword contained in the distribution information.

28. The information distribution method of claim 26, further comprising:

performing a learning process that changes the at least one evaluation value of the keyword contained in the distribution information from the first information distribution provider in the personal profile, based on the distribution information and preference information of the client about the distribution information; and

not performing the learning process based on the distribution information from the second information distribution provider.

EVIDENCE APPENDIX

None

RELATED PROCEEDINGS APPENDIX

None